

August 2024

Spry^o

FINANCE

'ATTITUDES TO AGEING'
LATER LIFE INSIGHTS SERIES

Research by

O P I N I O N S

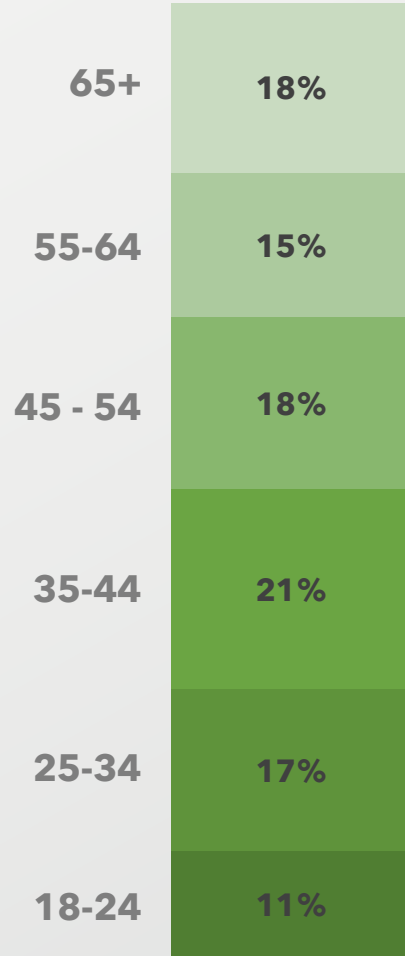
Background

This report represents the findings of research which was conducted among a nationally representative sample of n=1,000 adults in the Rep. of Ireland in **July 2024**. Quota controls are in line with AIMRO guidelines and applied to gender, age, social grade and region to ensure consistency.

Who we spoke to?

(Base: total sample, n=1,075)

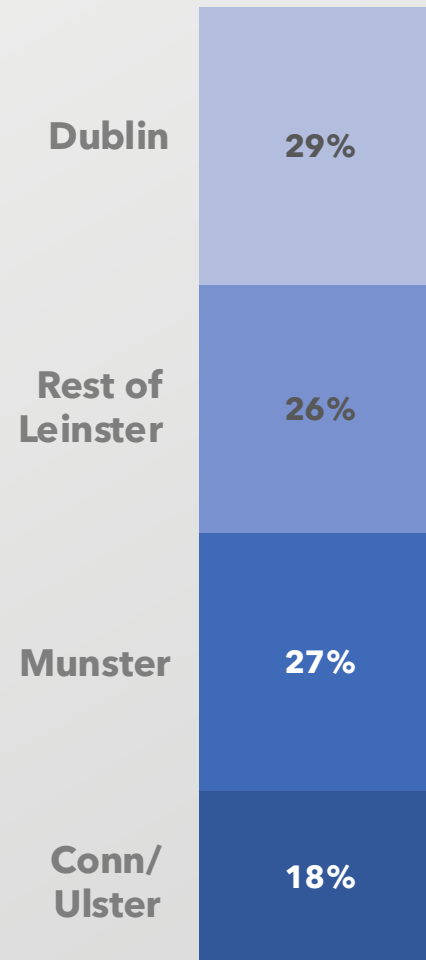
AGE



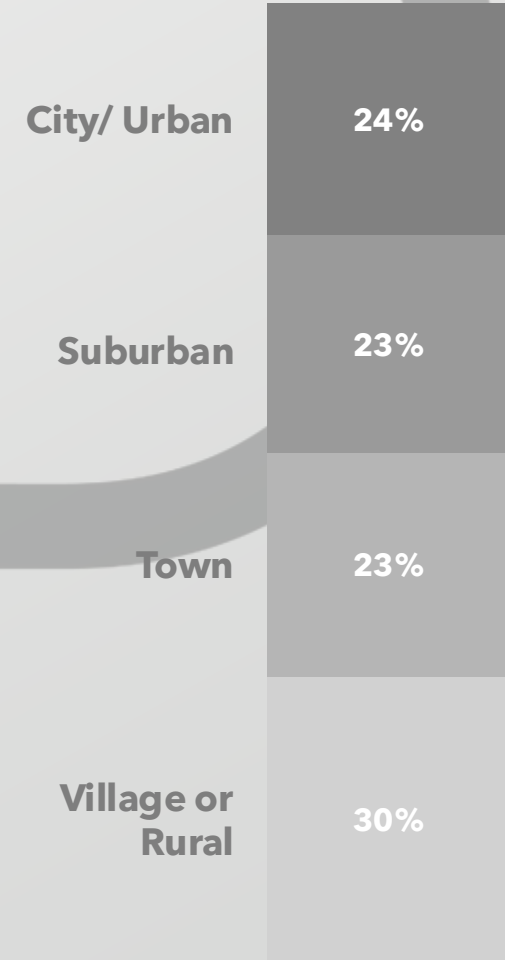
GENDER



REGION

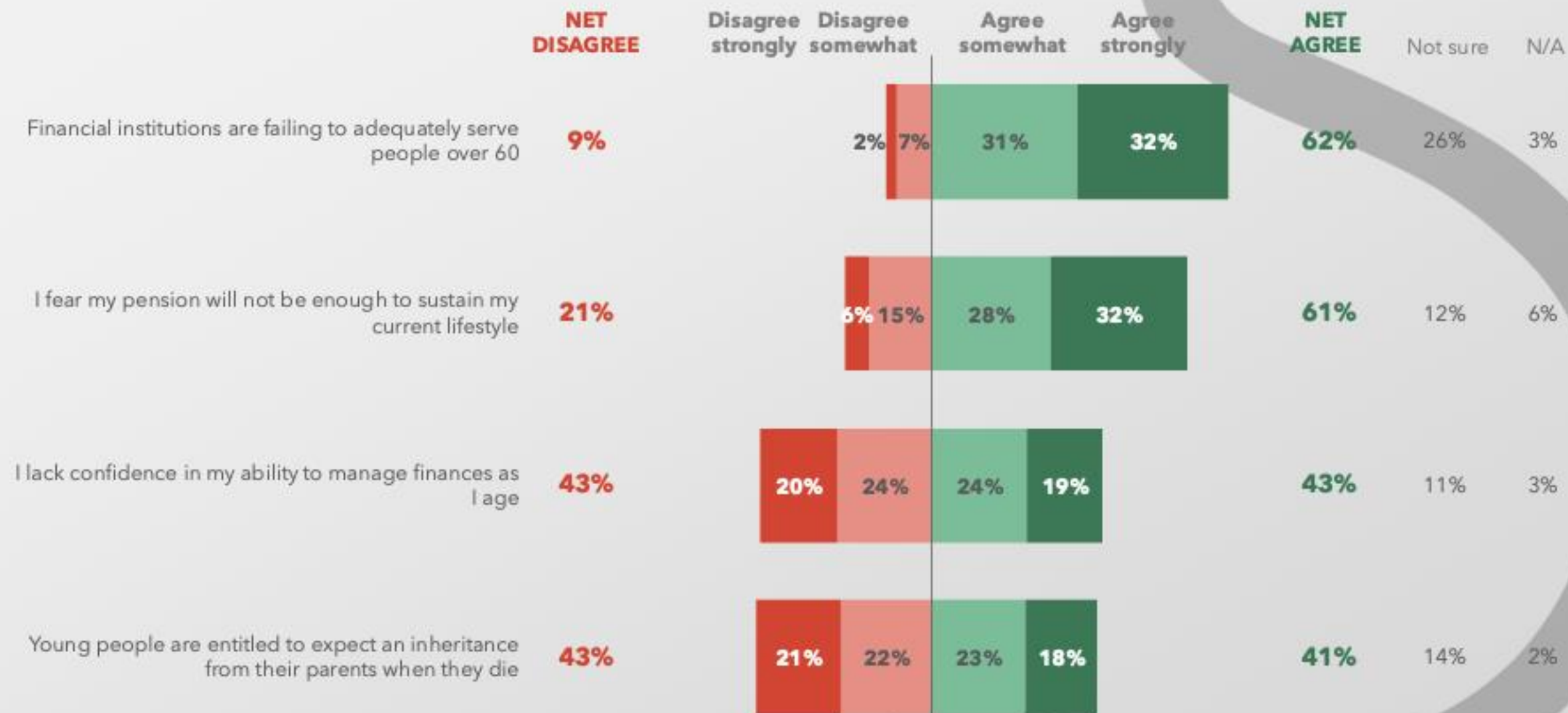


LOCALE



Core Attitudes to Ageing (Personal Finance)

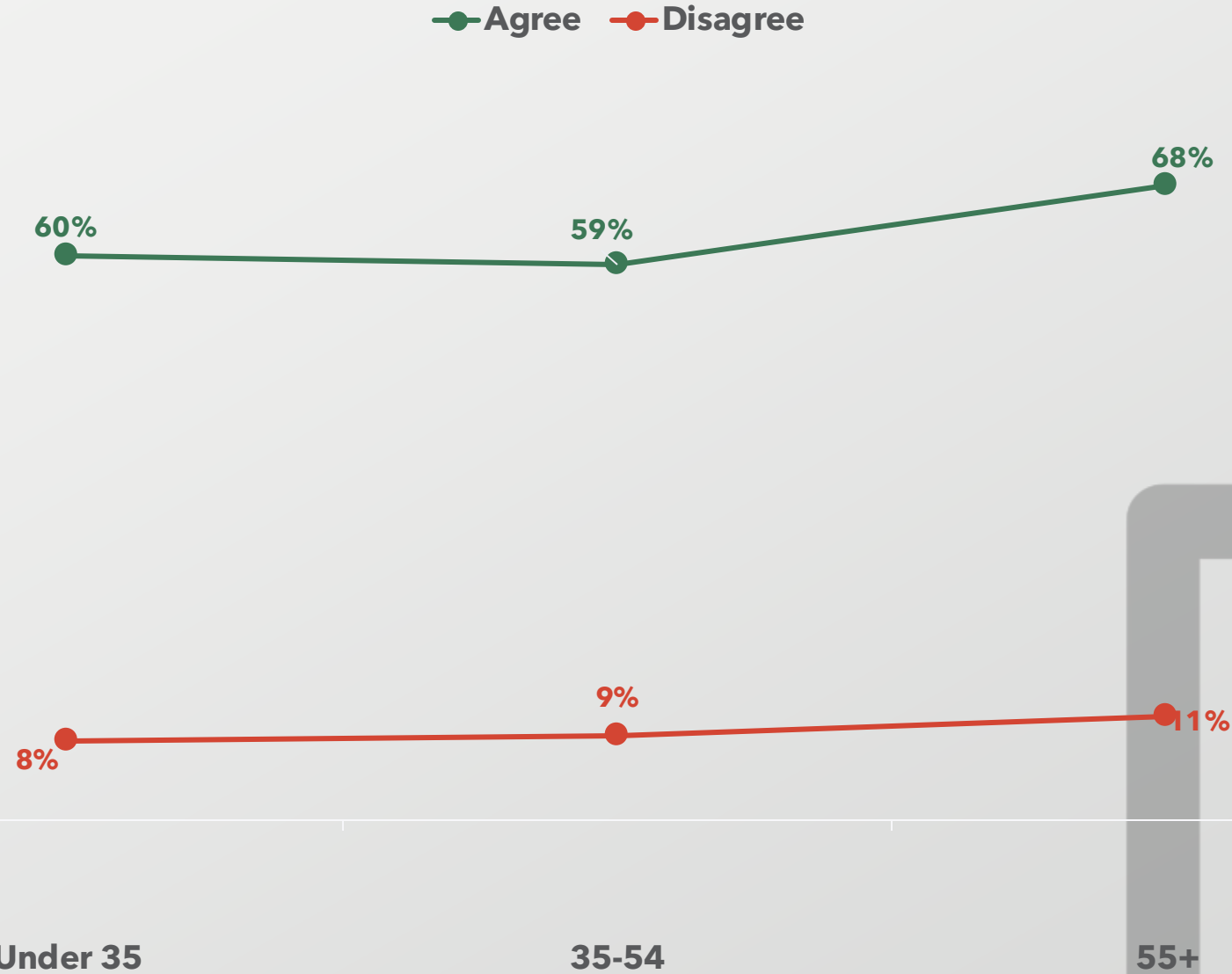
Base: Irish Adults, n=1,075



Q: To what extent do you disagree or agree with the following statements others have made in relation to older people and aging in general?

Over 60's Underserved By Financial Institutions

(Base: Irish Adults; n=1,003)



7 in 10 of those aged over 55+ agree that **financial institutions are failing to adequately serve people over 60.**

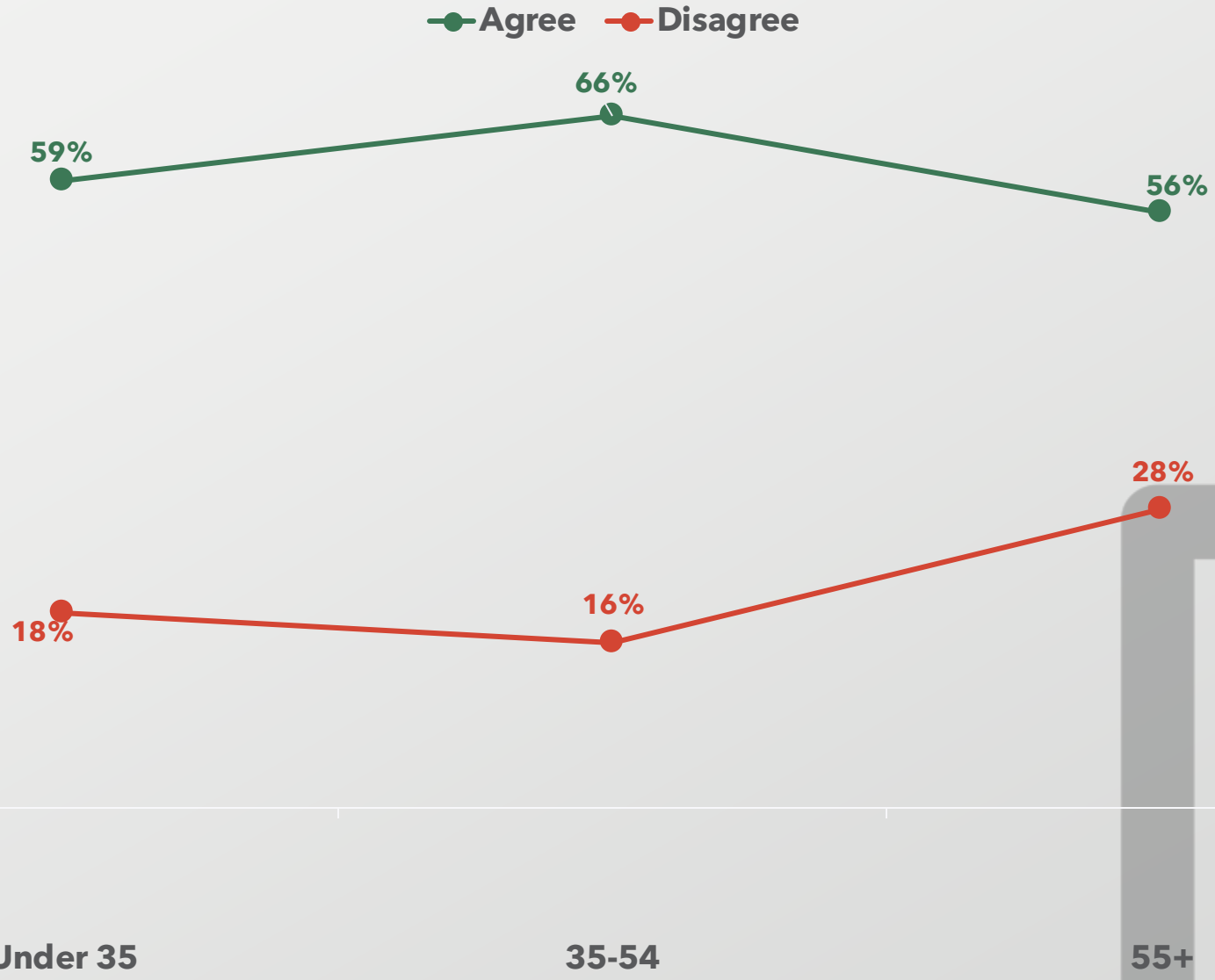
6 in 10

**Irish adults fear their pension will
not be enough to sustain their
current lifestyle**



Pension (In)Sufficiency

(Base: Irish Adults; n=1,003)



Over half of those aged 55+ 'fear that their pension **will not be enough to sustain their current lifestyle**'

Q: To what extent do you disagree or agree with the following statements others have made in relation to older people and aging in general?

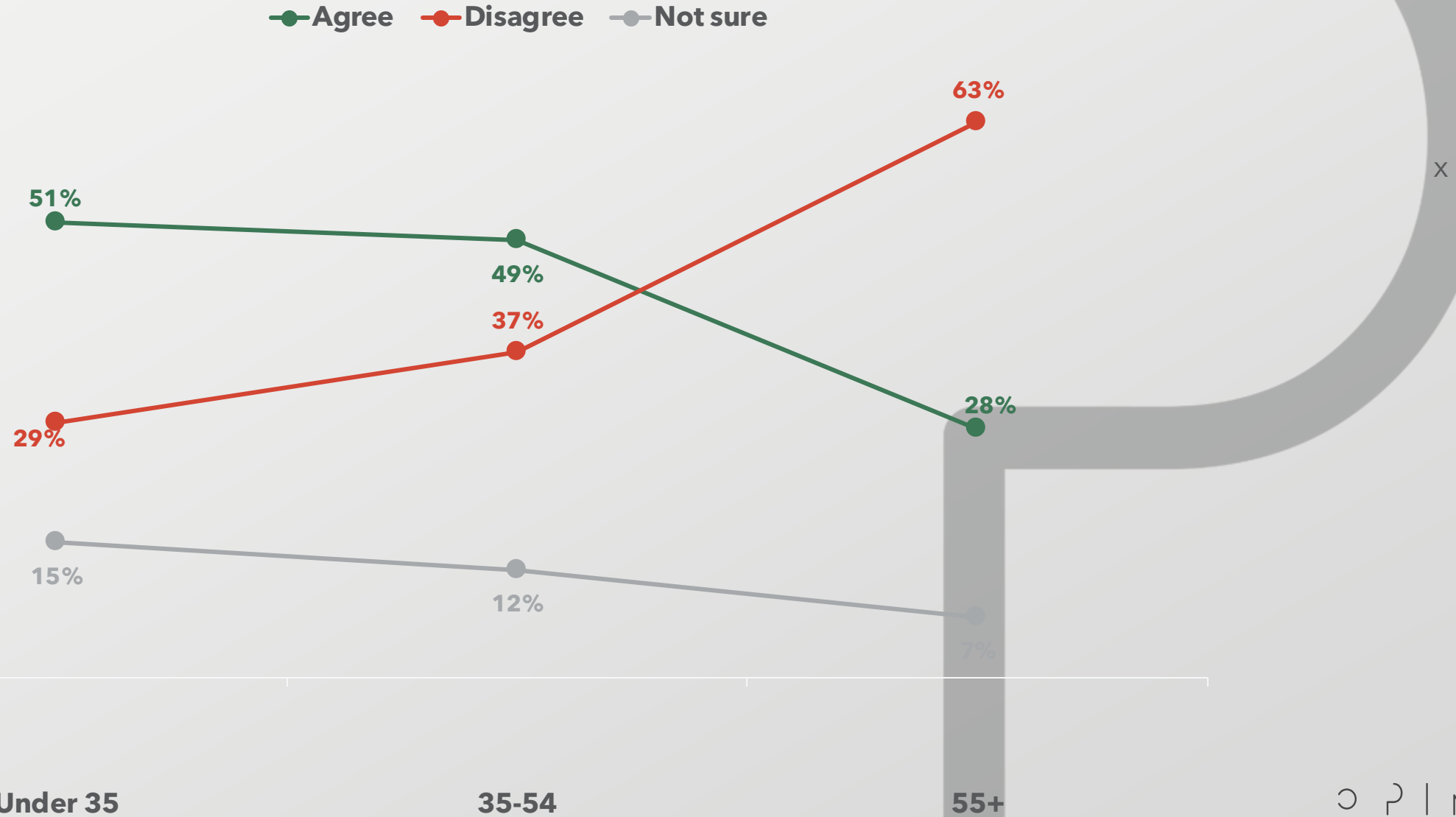
4 in 10

**Irish adults agree that they lack
confidence in their ability to manage
finances as they age**



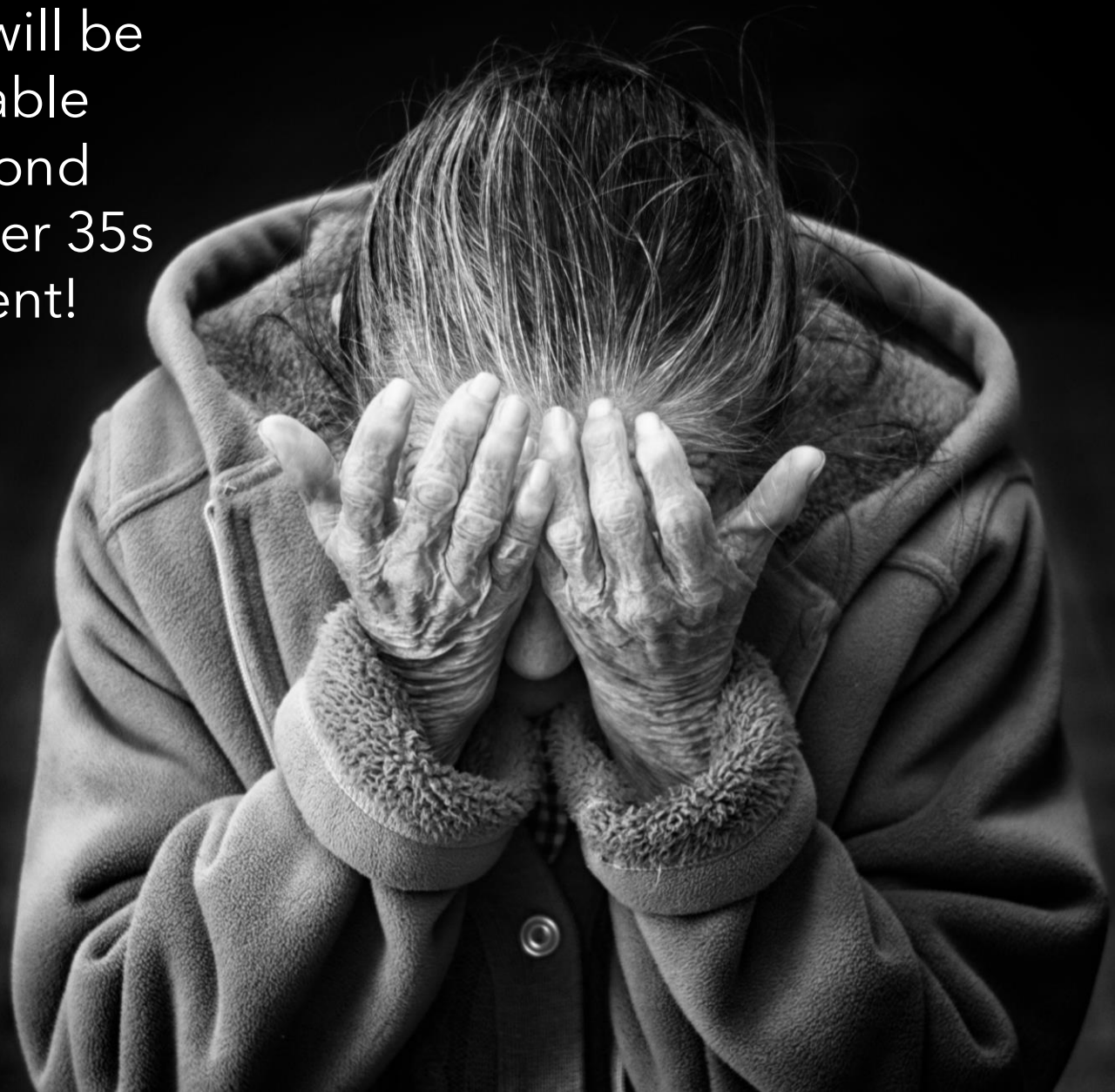
I lack confidence in my ability to manage finances as I age

(Base: Irish Adults; n=1,003)



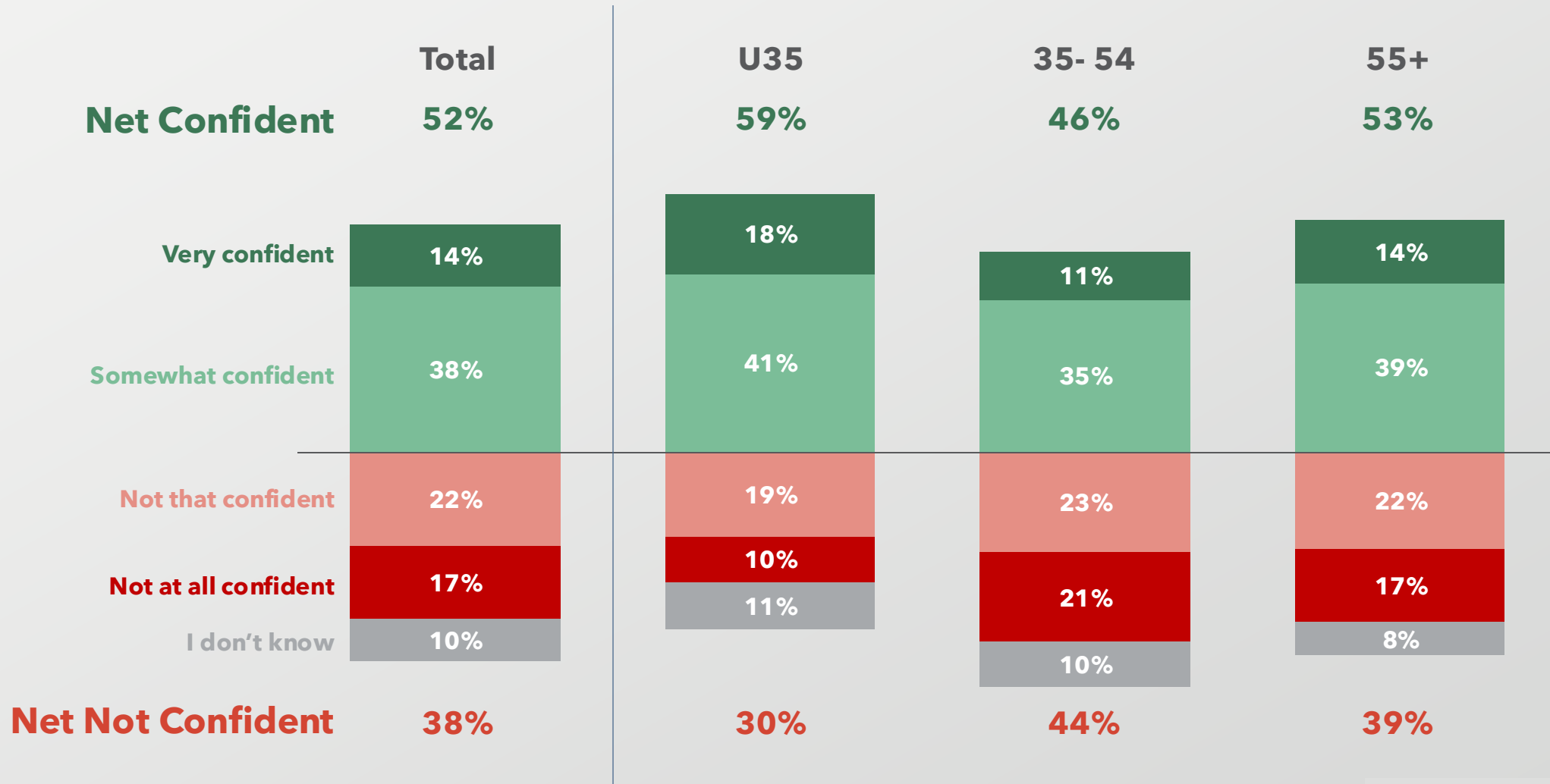
Q: To what extent do you disagree or agree with the following statements others have made in relation to older people and aging in general?

Only half of respondents are **confident** they will be able to live comfortable for 20- 30 years beyond retirement age. Under 35s are the most confident!



Confidence in Living Comfortably Past Retirement

(Base: Irish Adults; n=1,075)

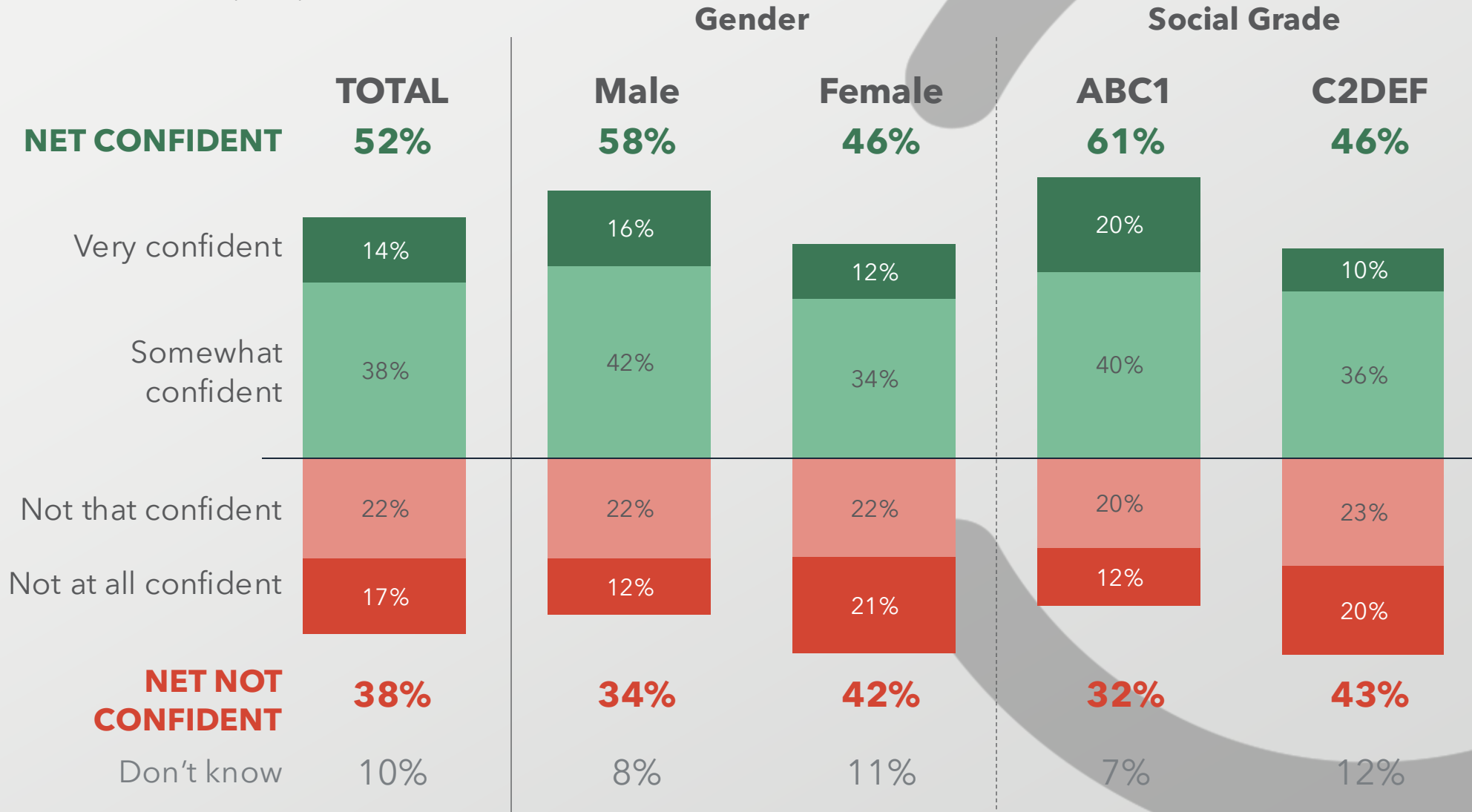


Q: How confident are you that, financially, you will be able to live comfortably for 20-30 years beyond retirement age?

Confidence Living Comfortably Past Retirement

(Demographic I)

Base: Irish Adults, n=1,075



Across genders, **males** are **more likely to express confidence that they will be able to live 20-30 years beyond retirement age Vs females**

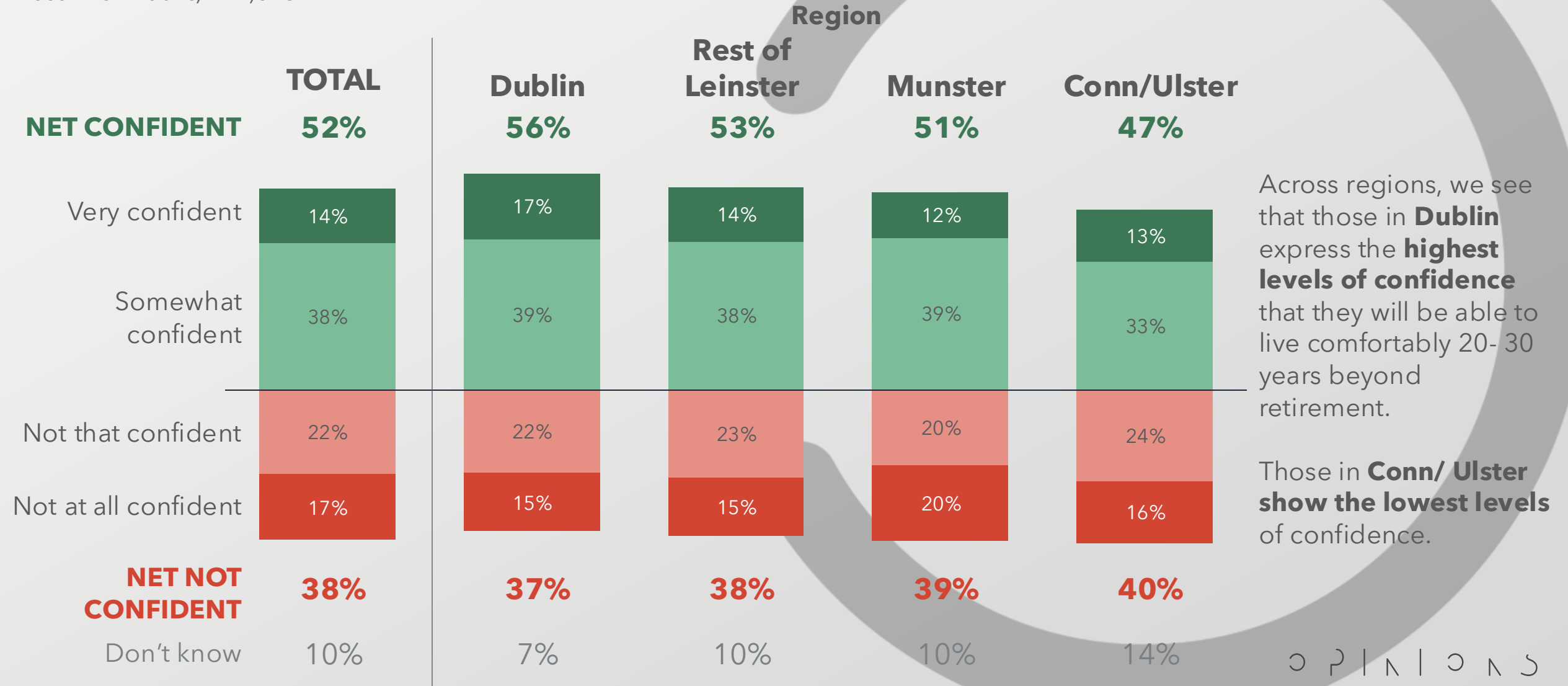
Across social grade, more affluent respondents are more likely to express confidence that they will be able to live 20-30 years beyond retirement age Vs less affluent respondents

Q: How confident are you that, financially, you will be able to live comfortably for 20-30 years beyond retirement age?

Confidence Living Comfortably Past Retirement

(Demographic II)

Base: Irish Adults, n=1,075



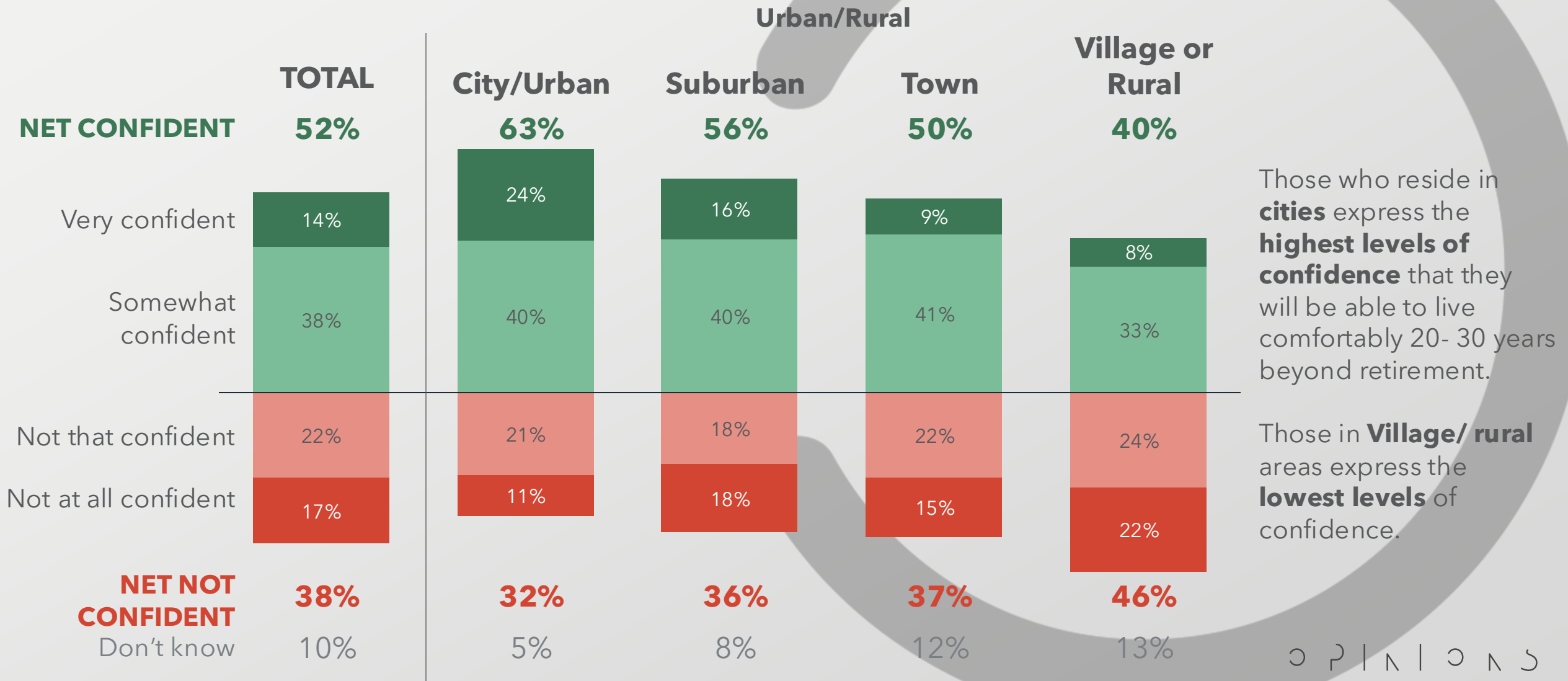
Across regions, we see that those in **Dublin** express the **highest levels of confidence** that they will be able to live comfortably 20-30 years beyond retirement.

Those in **Conn/ Ulster** show the **lowest levels** of confidence.

Confidence Living Comfortably Past Retirement

(Demographic III)

Base: Irish Adults, n=1,075



Those who reside in **cities** express the **highest levels of confidence** that they will be able to live comfortably 20- 30 years beyond retirement.

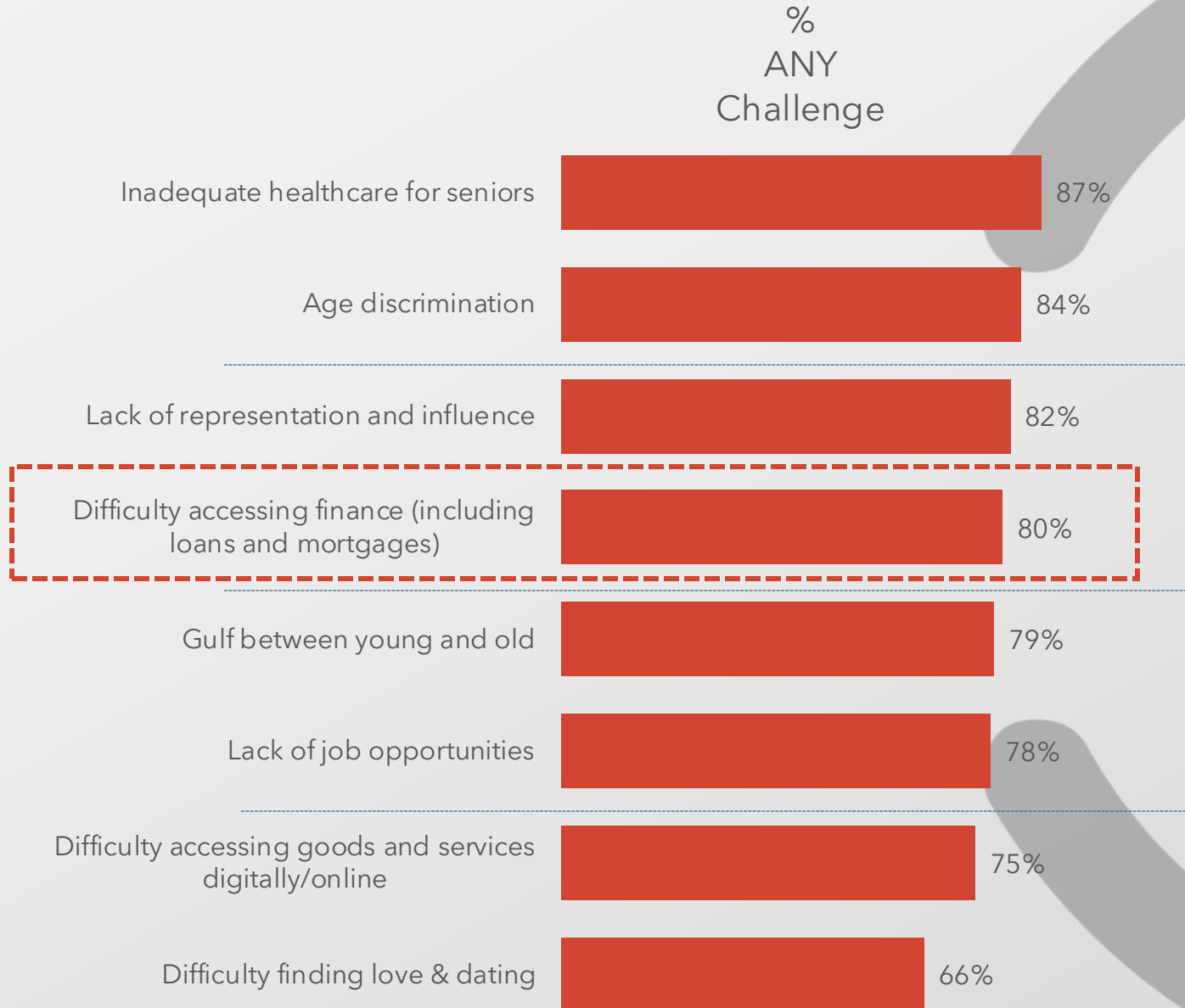
Those in **Village/ rural** areas express the **lowest levels** of confidence.

Q: How confident are you that, financially, you will be able to live comfortably for 20-30 years beyond retirement age?

Challenges for Older People

Challenges for 'Old' People

Base: Irish Adults, n=1,075



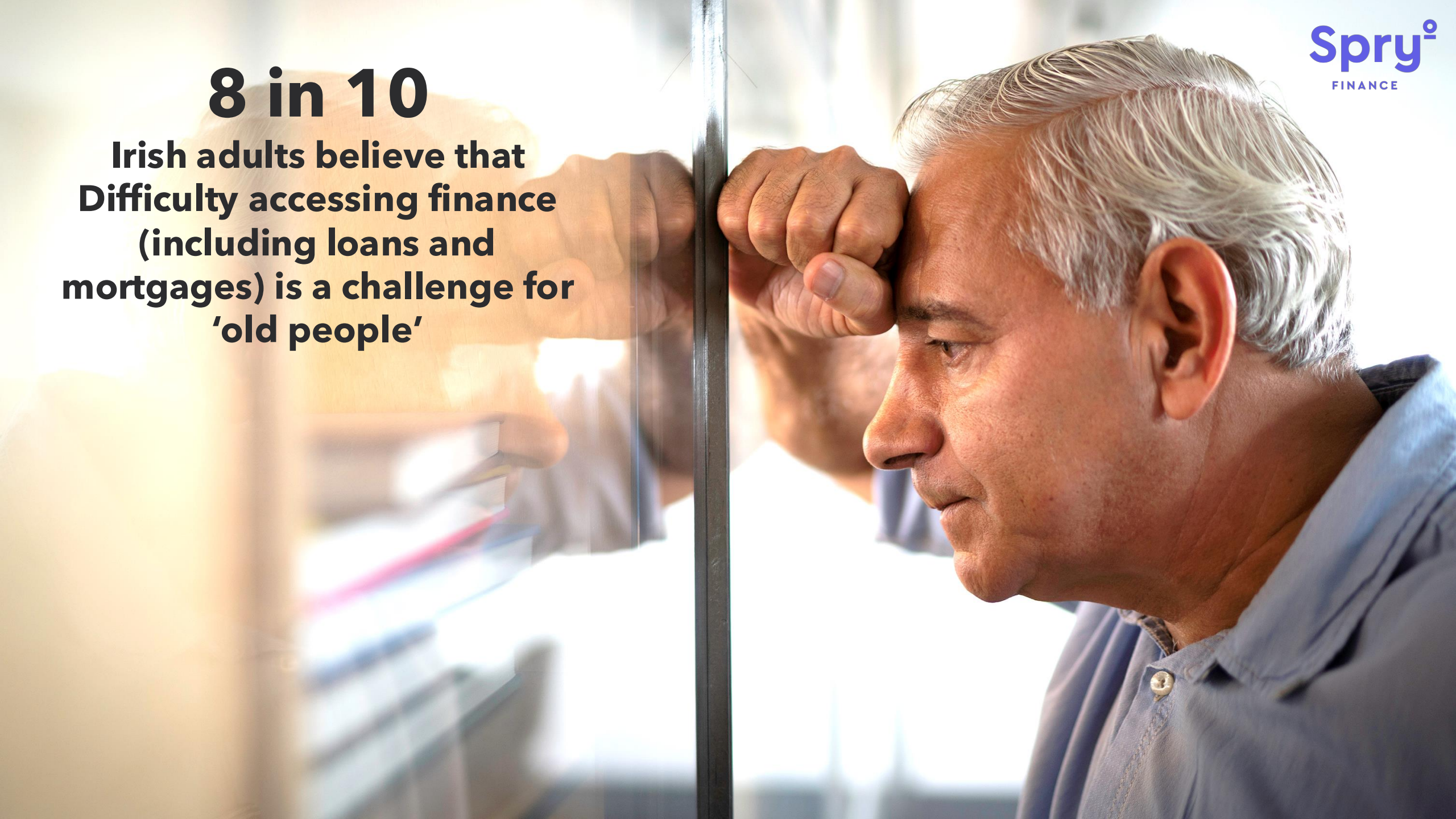
'Old people are considered to be 'challenged' overall with the majority of factors considered to be challenges to 3 in 4 or more respondents.

8 in 10 believe 'Difficulty accessing finance' represents a challenge for 'old people'.

Q: Below is a list of potential challenges for 'old' people. For each challenge, please indicate whether you believe it is a current challenge, a future challenge, both a current and a future challenge, or neither a current nor a future challenge

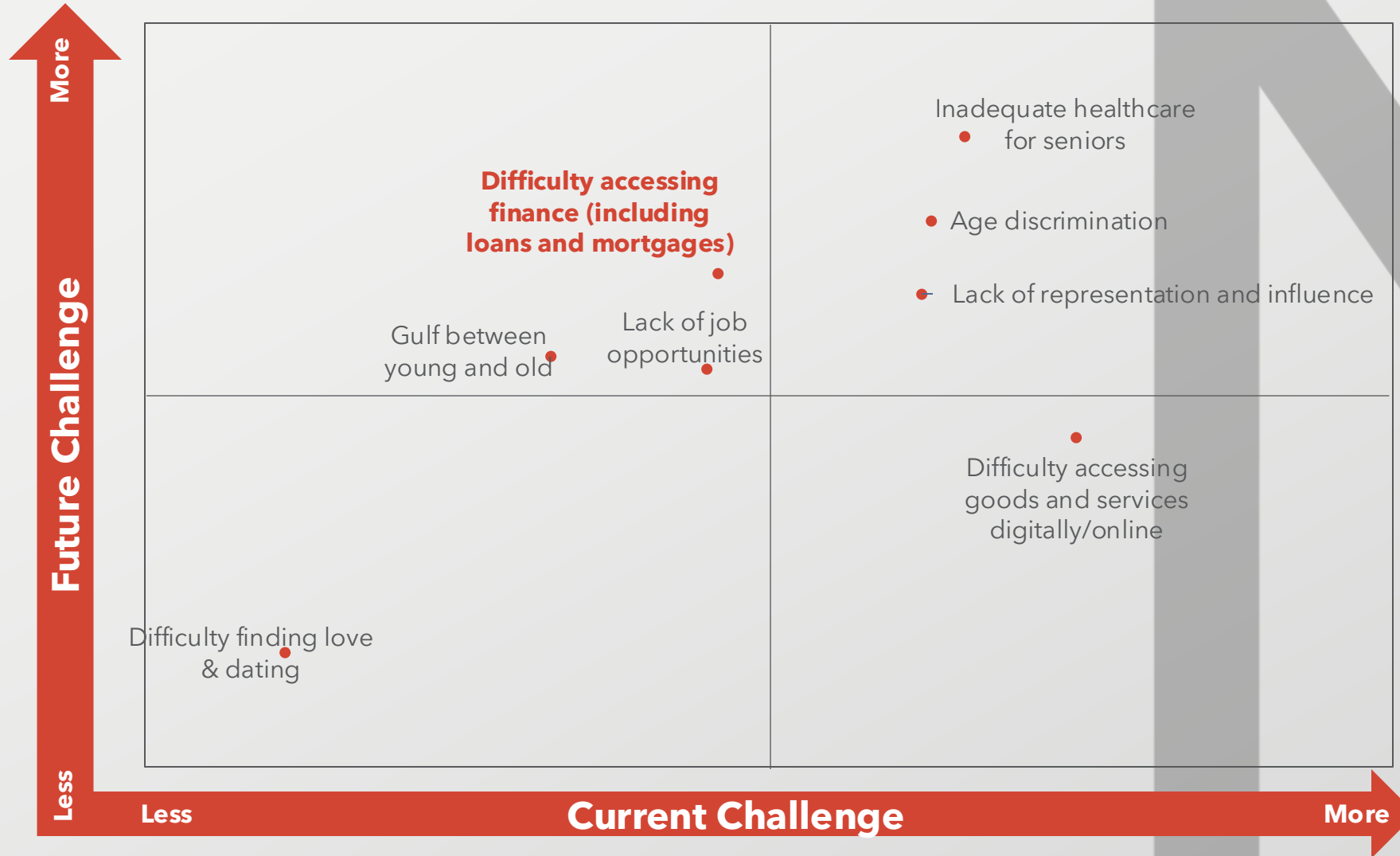
8 in 10

**Irish adults believe that
Difficulty accessing finance
(including loans and
mortgages) is a challenge for
'old people'**



Current & Future Challenges - Total

Base: Irish Adults, n=1,075

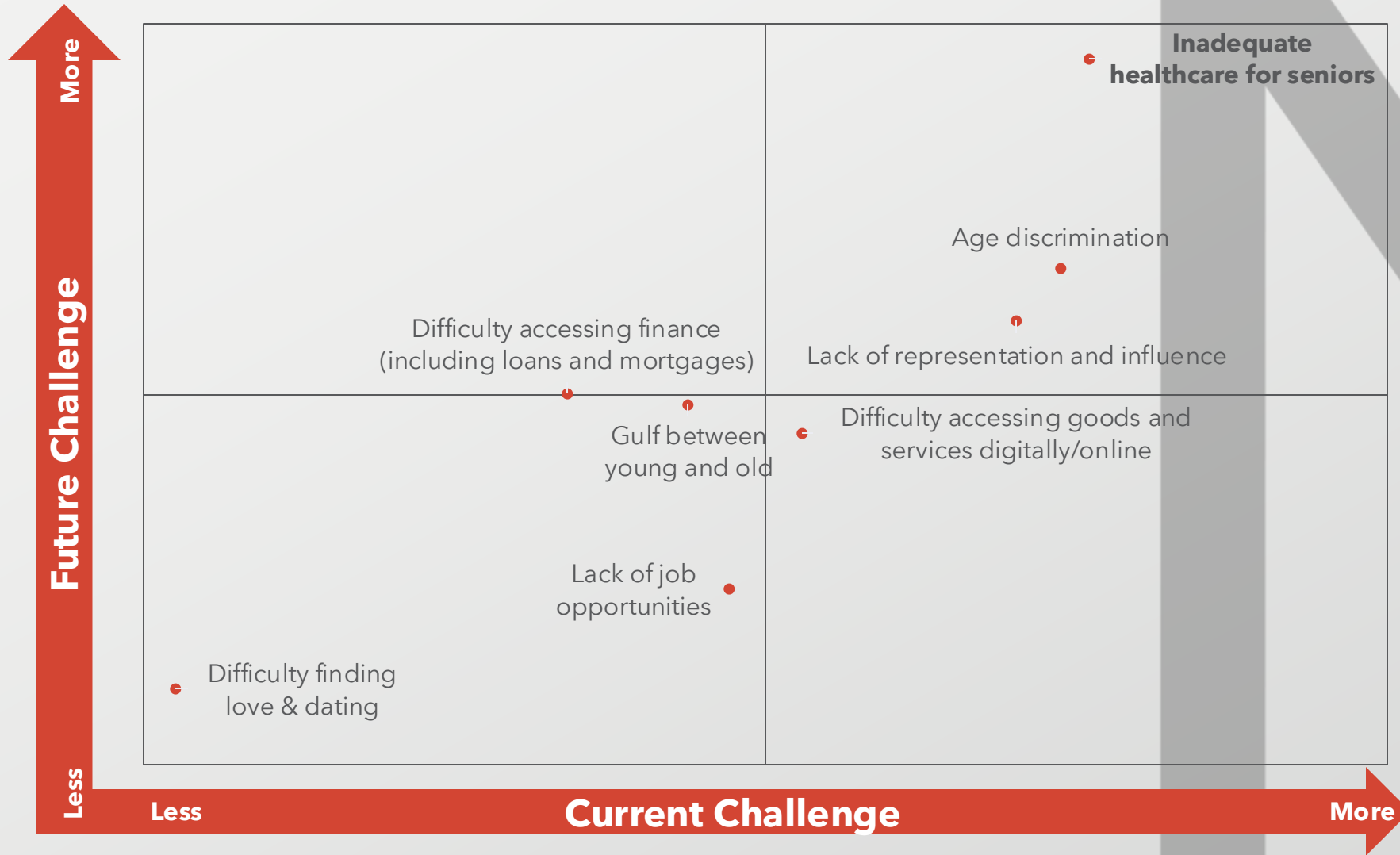


Difficulty accessing finance is deemed to be **more of a future challenge than a current challenge** at total sample level

Q: Below is a list of potential challenges for 'old' people. For each challenge, please indicate whether you believe it is a current challenge, a future challenge, both a current and a future challenge, or neither a current nor a future challenge

Current & Future Challenges - 55+

Base: Irish Adults 55+, n=355



Inadequate healthcare is the most pertinent issue among those aged 55+

Q: Below is a list of potential challenges for 'old' people. For each challenge, please indicate whether you believe it is a current challenge, a future challenge, both a current and a future challenge, or neither a current nor a future challenge

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